MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BIS2024 – BUSINESS INFORMATION SYSTEMS

(All sections / Groups)

25 OCTOBER 2018
2:30 P.M. – 4:30 P.M.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 4 Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a. Porter's five forces model is a simple tool for understanding the competitiveness of a business environment. Based on your understanding of Porter's five forces model, explain why a business's competitive advantage is typically temporary.

(10 marks)

b. Strategic decision making is an integral part of an organization. Define the strategic decision making process and the decision types typically made. In addition, provide **THREE (3)** examples of strategic decisions that senior management need to solve.

(10 marks)

c. Differentiate between the B2C (Business-to-consumer) model and B2B (Business-to-business) model. Provide a real-life example of an organization whose online business model is both B2C and B2B.

(5 marks)

(Total: 25 marks)

QUESTION 2

a. Businesses are collecting large amounts of data, analysing these data in order to better understand consumer purchasing behaviour, and improve the quality of customer services. Provide and discuss **THREE (3)** main methods for analysing large data set that businesses can utilized. Under each method, list and explain **ONE (1)** example of statistical analysis that is conducted.

(15 marks)

b. Authenticating individual user using user ID/password is the most common method, but it is also the least safe form of authentication. Recommend and explain **THREE (3)** authentication methods deem more effective than the standard user ID/password. Cite an example of any application, hardware, or services that uses one of this authentication method.

(10 marks)

(Total: 25 marks)

QUESTION 3

a. Google has for years strive to improve the energy efficiency of their data centers, aiming to reduce energy consumption and transition to renewable energy sources. Why is it so important that organisations on the whole implement sustainable technology usage practices? Provide and explain **THREE (3)** reasons.

(9 marks)

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b. Due to advancements in wireless networks, mobile commerce has the potential to become the main platform for online purchasing. However, security issues in wireless networks are a concern for businesses and consumers alike. Provide **FOUR (4)** security issues that are present in wireless networks.

(8 marks)

c. What are the **FOUR (4)** technological solutions that are reinventing the management of supply chain? Explain.

(8 marks)

(Total: 25 marks)

QUESTION 4

a. An engineering company has just purchased an Enterprise Resource Planning (ERP) system. An implementation team was created to oversee the implementation of the ERP system throughout the entire company to replace the old information systems. List and describe **FOUR (4)** typical implementation methods. If the top management wants to ensure that the new ERP system is completely stable before removing their legacy system and cost is not an issue, which implementation method will you recommend and why?

(10 marks)

b. Draw an Entity Relationship Diagram (ERD) for the following scenario. For each entity, suggest suitable primary and/or foreign key(s).

Employee satisfaction is very important, and at a distributor company in Malaysia, its CEO places a high importance in developing employees' skills and how to best utilize their skills in their respective jobs. One of the recent move is to identify employees' skills and document the data into the system in order for the company to plan future trainings.

A survey was handed out, and the results showed that some employees possess several valuable crucial skills. A certain skill, for example Computer/technical literacy, is surprisingly possessed by several employees at the operational level. However, one of the skill listed in the survey, i.e. Data Analytics, is not possessed by any employee.

Employees were also asked to select from a list the trainings that they wish to attend in the future. Most employees select at least one training that they are interested to attend. It was found that the Leadership Development Training is the most popular selection, whereas Effective Presentation Training is the least popular with not even one employee selecting it.

(15 marks)

(Total: 25 marks)

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